

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT LONDON, INC.

AD48H170-02 REQ4M23213 REVISED "DENICOTINED TOBACCO" 1A BRANDING PG 4/C BLD (5-5/8 X 7-3/4) 1991

Printed in U.S.A.

TEST MARKET T.V. GUIDE ARIZONA

NEW FROM BENSON & HEDGES!



SMOKE RESPONSIBLY BY HEDGES

BENSON & HEDGES DE-NIC

DE-NICOTINED TOBACCO
THE SMOOTH TASTE OF A LIGHT

INTRODUCING A BLEND OF
INNOVATION AND TRADITION.
BENSON & HEDGES DE-NIC.

THE BREAKTHROUGH OF
DE-NICOTINED TOBACCO MEANS IT'S
LESS THAN 0.1 MG OF NICOTINE.

AND THE QUALITY OF
BENSON & HEDGES MEANS YOU ENJOY
A SMOKEABLE CIGARETTE,
WITH THE SMOOTH TASTE OF A LIGHT.

BENSON & HEDGES



For more information on this new product,
please contact your nearest distributor or call 1-800-4-A-BENSON.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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8 mg "tar," 0.1 mg nicotine av.
per cigarette by FTC method.



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